LEO BURNETT U.S.A.
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New National Smoker Study:

"Taste Made It Easy."

Recent research confirms MERIT taste aids switch to low tar smoking.

Can the taste of low tar MERIT ease the transition from high tar to low tar smoking?

Read the results of new, detailed, nationwide research conducted among current MERIT smokers—and among high tar smokers who taste-tested MERIT against leading high tar brands.

Results Confirm Taste Satisfaction

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

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Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes *having up to twice the tar.*

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it provides an "easy switch" from high tar brands—and continues to satisfy former high tar smokers.

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first real taste alternative for high tar smokers.

MERIT
Kings & 100's

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